

Privacy Act Statement. The filing of this document is required by the Foreign Agents Registration Act of 1938, as amended, 22 U.S.C. § 611 *et seq.*, for the purposes of registration under the Act and public disclosure. Provision of the information requested is mandatory, and failure to provide this information is subject to the penalty and enforcement provisions established in Section 8 of the Act. Every registration statement, short form registration statement, supplemental statement, exhibit, amendment, copy of informational materials or other document or information filed with the Attorney General under this Act is a public record open to public examination, inspection and copying during the posted business hours of the Registration Unit in Washington, DC. Statements are also available online at the Registration Unit's webpage: <http://www.fara.gov/>. One copy of every such document, other than informational materials, is automatically provided to the Secretary of State pursuant to Section 6(b) of the Act, and copies of any and all documents are routinely made available to other agencies, departments and Congress pursuant to Section 6(c) of the Act. The Attorney General also transmits a semi-annual report to Congress on the Administration of the Act which lists the names of all agents registered under the Act and the foreign principals they represent. This report is available to the public in print and online at: <http://www.fara.gov/>.

Public Reporting Burden. Public reporting burden for this collection of information is estimated to average .49 hours per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden to Chief, Registration Unit, Counterespionage Section, National Security Division, U.S. Department of Justice, Washington, DC 20530; and to the Office of Information and Regulatory Affairs, Office of Management and Budget, Washington, DC 20503.

*Furnish this exhibit for EACH foreign principal listed in an initial statement
and for EACH additional foreign principal acquired subsequently.*

1. Name and address of registrant CMGRP, Inc. d/b/a Weber Shandwick 700 13th Street, NW, Suite 800 Washington, DC 20005	2. Registration No. 3911
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3. Name of foreign principal Government of the Federal District (Mexico City)	4. Principal address of foreign principal Avenida Nuevo Leon No. 56, Piso 8 Col. Hipodromo Condesa C.P. 06100 Delegacion Cuauhtemoc, Distrito Federal
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5. Indicate whether your foreign principal is one of the following:

- ☒ Foreign government
- ☐ Foreign political party
- ☐ Foreign or domestic organization: If either, check one of the following:
- | | |
|--------------------------------------|---|
| <input type="checkbox"/> Partnership | <input type="checkbox"/> Committee |
| <input type="checkbox"/> Corporation | <input type="checkbox"/> Voluntary group |
| <input type="checkbox"/> Association | <input type="checkbox"/> Other (specify): _____ |
- ☐ Individual-State nationality _____

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6. If the foreign principal is a foreign government, state:

- a) Branch or agency represented by the registrant
Government of the Federal District (Mexico City)
- b) Name and title of official with whom registrant deals
Graciela Baez Ricardez, General Director and Legal Representative, Tourism Promotion Mixed Fund

7. If the foreign principal is a foreign political party, state:

- a) Principal address
- b) Name and title of official with whom registrant deals
- c) Principal aim

8. If the foreign principal is not a foreign government or a foreign political party,

a) State the nature of the business or activity of this foreign principal.

b) Is this foreign principal

Supervised by a foreign government, foreign political party, or other foreign principal

Yes ☐ No ☐

Owned by a foreign government, foreign political party, or other foreign principal

Yes ☐ No ☐

Directed by a foreign government, foreign political party, or other foreign principal

Yes ☐ No ☐

Controlled by a foreign government, foreign political party, or other foreign principal

Yes ☐ No ☐

Financed by a foreign government, foreign political party, or other foreign principal

Yes ☐ No ☐

Subsidized in part by a foreign government, foreign political party, or other foreign principal

Yes ☐ No ☐

9. Explain fully all items answered "Yes" in Item 8(b). *(If additional space is needed, a full insert page must be used.)*

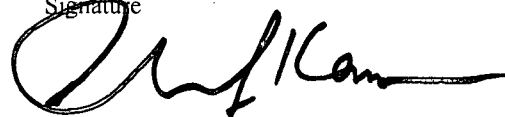
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10. If the foreign principal is an organization and is not owned or controlled by a foreign government, foreign political party or other foreign principal, state who owns and controls it.

Date of Exhibit A
9/19/09

Name and Title
Andrew J. Kameros
General Counsel

Signature



INSTRUCTIONS: A registrant must furnish as an Exhibit B copies of each written agreement and the terms and conditions of each oral agreement with his foreign principal, including all modifications of such agreements, or, where no contract exists, a full statement of all the circumstances by reason of which the registrant is acting as an agent of a foreign principal. One original and two legible photocopies of this form shall be filed for each foreign principal named in the registration statement and must be signed by or on behalf of the registrant.

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Public Reporting Burden. Public reporting burden for this collection of information is estimated to average .33 hours per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden to Chief, Registration Unit, Counterespionage Section, National Security Division, U.S. Department of Justice, Washington, DC 20530; and to the Office of Information and Regulatory Affairs, Office of Management and Budget, Washington, DC 20503.

1. Name of Registrant
CMGRP, Inc. d/b/a Weber Shandwick

2. Registration No.
3911

3. Name of Foreign Principal
Government of the Federal District (Mexico City)

Check Appropriate Boxes:

4. ☒ The agreement between the registrant and the above-named foreign principal is a formal written contract. If this box is checked, attach a copy of the contract to this exhibit.
5. ☐ There is no formal written contract between the registrant and the foreign principal. The agreement with the above-named foreign principal has resulted from an exchange of correspondence. If this box is checked, attach a copy of all pertinent correspondence, including a copy of any initial proposal which has been adopted by reference in such correspondence.
6. ☐ The agreement or understanding between the registrant and the foreign principal is the result of neither a formal written contract nor an exchange of correspondence between the parties. If this box is checked, give a complete description below of the terms and conditions of the oral agreement or understanding, its duration, the fees and expenses, if any, to be received.

7. Describe fully the nature and method of performance of the above indicated agreement or understanding.

Through research programs, strategic communications, web-site development and business to business contacts, registrant will provide services to complement the present strategy of international public relations in the U.S. to enhance the image of the City of Mexico which has been damaged by reports of violence surrounding the drug trafficking trade and incidents of the occurrence of the Influenza A/H1N1 virus.

8. Describe fully the activities the registrant engages in or proposes to engage in on behalf of the above foreign principal.

Research programs, strategic communications services, web-site development, business-to-business direct contacts and special events and tours as described in further detail in Exhibit 1 to the attached Services Agreement.

9. Will the activities on behalf of the above foreign principal include political activities as defined in Section 1(o) of the Act and in the footnote below? Yes ☒ No ☐

If yes, describe all such political activities indicating, among other things, the relations, interests or policies to be influenced together with the means to be employed to achieve this purpose.

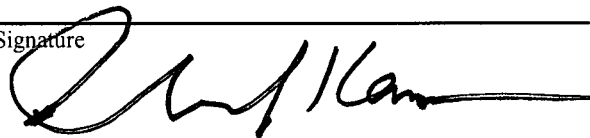
Registrant will engage in a broad-ranging public relations campaign on behalf of the Government of the Federal District for the purpose of attempting to enhance the public perception of the safety and security of Mexico City as a travel destination. The specific methods to be employed in this endeavor are specifically set forth in Exhibit 1 to the attached Services Agreement.

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Date of Exhibit B
9/18/09

Name and Title
Andrew J. Kameros
General Counsel

Signature



Footnote: Political activity as defined in Section 1(o) of the Act means any activity which the person engaging in believes will, or that the person intends to, in any way influence any agency or official of the Government of the United States or any section of the public within the United States with reference to formulating, adopting, or changing the domestic or foreign policies of the United States or with reference to the political or public interests, policies, or relations of a government of a foreign country or a foreign political party.



FONDO MIXTO DE PROMOCIÓN TURÍSTICA
DEL DISTRITO FEDERAL

CONTRACT NUMBER 14509
WEBER SHANDWICK

SERVICES AGREEMENT, EXECUTED BY AND BETWEEN THE FEDERAL DISTRICT, THROUGH THE GOVERNMENT OF THE FEDERAL DISTRICT, THROUGH THE **FONDO MIXTO DE PROMOCIÓN TURÍSTICA DEL DISTRITO FEDERAL**, REPRESENTED IN THIS ACT BY GRACIELA BÁEZ RICARDEZ, GENERAL DIRECTOR OF THE FONDO MIXTO DE PROMOCIÓN TURÍSTICA DEL DISTRITO FEDERAL, AND ASSISTED BY GERMÁN SÁNCHEZ LAVÍN, ADMINISTRATION DIRECTOR OF THE SAME INSTITUTION (HEREINAFTER THE "FMPT"), AND **WEBER SHANDWICK**, A UNIT OF CMGRP, INC, THROUGH ITS LEGAL REPRESENTATIVE MS. PAM ECKERSTROM-JENKINS, PRESIDENT OF WEBER SHANDWICK, WASHINGTON, D.C. (HEREINAFTER "THE AGENCY") AND IN THE PRESENCE OF LUIS EDUARDO ROS MARTÍNEZ, GENERAL DIRECTOR OF INSTITUTO DE PROMOCIÓN TURÍSTICA AND GERMÁN RAFAEL SÁNCHEZ LAVÍN, ADMINISTRATIVE DIRECTOR OF "FMPT", IN ACCORDANCE TO THE FOLLOWING RECITALS AND CLAUSES:

RECITALS

I.- THE "FMPT" DECLARES THROUGH ITS LEGAL REPRESENTATIVE, THAT:

- I.1- IN TERMS OF ARTICLE 460 OF THE FINANCIAL CODE FOR THE FEDERAL DISTRICT, THE PUBLIC TRUSTS OF THE PUBLIC ADMINISTRATION OF THE FEDERAL DISTRICT HAS THE PURPOSE OF ASSIST THE CHIEF OF GOVERNMENT OF THE FEDERAL DISTRICT, TROUGH THE EXECUTION OF PRIORITY ACTIVITIES.
- I.2- IT IS A PARAESTATAL ENTITY OF THE PUBLIC ADMINISTRATION OF THE FEDERAL DISTRICT WITH LEGAL CAPACITY AN ASSETS, IN ACCORDANCE TO ARTICLES 26, 27, 28 AND 29 OF THE TURISM LAW OF THE FEDERAL DISTRICT WITH THE MAIN PURPOSE OF ADVISE AND FINANCE THE PLANS, PROGRAMS AND ACTIVITIES FOR THE TOURISM PROMOTION OF THE FEDERAL DISTRICT.
- I.3- THAT AMONG ITS PURPOSE IT HAS THE ONE TO SUPPORT THE DEVELOPMENT AND IMPLEMENTATION OF THE PROGRAMS TO PROMOTE AND ENCOURAGE THE TOURISM IN THE FEDERAL DISTRICT, THROUGH THE DISEMINATION OF MARKETING PLANS IN THE NATIONAL AND INTERNATIONAL AREA.
- IN ACCORDANCE TO ARTICLE 28 SECTION VIII OF THE TOURISM LAW OF THE FEDERAL DISTRICT THE "FMPT" CAN EXECUTE ALL THE ACTIVITIES IN ORDER TO ACHIEVE ITS GOALS.
- I.4.- THAT IT HAS THE AUTHORITY TO EXECUTE THIS AGREEMENT, IN ACCORDANCE TO THE TRUST AGREEMENT NUMBER F/30343-8 AND THE RULES FOR OPERATION
- I.5.- THAT IN ACCORDANCE TO ARTICLES 54 SECTION I AND II AND ARTICLE 71 SECTION I, VI, IX y XI OF THE ORGANIC LAW OF THE PUBLIC ADMINISTRATION OF THE FEDERAL DISTRICT, GRACIELA BÁEZ RICARDEZ IN HER CAPACITY OF GENERAL DIRECTOR OF THE FONDO MIXTO DE PROMOCIÓN TURÍSTICA DEL DISTRITO FEDERAL, HAS LEGAL REPRESENTATION OVER THE INSTITUTION, AND SUCH

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DEL DISTRITO FEDERAL

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WEBER SHANDWICK

REPRESENTATION IS PROVEN BY MEANS OF THE APPOINTMENT GRANTED BY THE CHIEF OF GOVERNMENT FOR THE FEDERAL DISTRICT ON MAY 1 2009.

I.6.- IT DESIRES TO OBTAIN THE PROVISION OF SERVICES DESCRIBED HEREIN, AND DURING IN THE SIXTH EXTRAORDINARY SESSION DATED AUGUST 14, 2009, THE TECHNICAL COMMITTEE OF "FMPT" APPROVED A PROJECT TO HIRE AN AGENCY TO PROVIDE INTEGRAL SERVICES TO COMPLEMENT THE STRATEGY OF INTERNATIONAL PUBLIC RELATIONS IN THE UNITED STATES OF AMERICA AND CANADA TO IMPROVE THE IMAGE OF THE CITY OF MEXICO IN ACCORDANCE TO THE DECREE NUMBER SE/06/01/2009.

I.7.- IN THE ELEVENTH EXTRAORDINARY SESSION DATED AUGUST 25, 2009 THE SUBCOMMITTEE OF ACQUISITIONS OF THE "FMPT", LEASES AND PROVISION OF SERVICES OF THE MINISTRY OF FINANCE, APPROVED THE DIRECT ADJUDICATION FOR THE PROVISION OF SERVICES IN THE AREA OF FINANCIAL COUNSEL, FOR THE PERIOD COMPRISED BETWEEN AUGUST 26 TO DECEMBER 20, 2009, FOR A TOTAL FEE IN THE AMOUNT OF USD\$1,400,000 (ONE MILLION FOUR HUNDRED THOUSAND, CURRENCY OF THE UNITED STATES OF AMERICA), IN ACCORDANCE TO THE DECREE NUMBER 23 AND WITH GROUNDS IN ARTICLES 27 SECTION C, 28, 52, 54 SECTION II BIS AND 63 SECTION I OF THE ACQUISITIONS LAW FOR THE FEDERAL DISTRICT.

I.8.- IN TERMS OF ARTICLE 28 OF THE ACQUISITIONS LAW FOR THE FEDERAL DISTRICT, HAS FINANCIAL CAPABILITY CLEARANCE, TO COMPLY WITH THE OBLIGATIONS DERIVED FROM THIS AGREEMENT, AS STATED IN OFFICIAL LETTER NUMBER SE/0280/2009 DATED JANUARY 19, 2009, WHICH IS UNDER SECTION 3409 "SERVICES FOR THE PROMOTION AND DISSEMINATION OF TOURIST ATTRACTIONS, CULTURAL RECREATIVE AND SPORT ACTIVITIES OF THE FEDERAL DISTRICT" OF THE EXPENDITURES BUDGET FOR THE FEDERAL DISTRICT.

I.9.- FOR ALL MATTERS RELATED TO THIS AGREEMENT, THE DOMICILE IS: UNIVERSIDAD AVENUE. 1200, COLONIA XOCO, DELEGACIÓN BENITO JUÁREZ, 03339, MÉXICO, DISTRITO FEDERAL.

THAT ITS ADMINISTRATIVE OFFICE IS LOCATED IN NUEVO LEÓN AVENUE, 56, 8 FLOOR, COLONIA HIPÓDROMO CONDESA, DELEGACIÓN CUAUHTÉMOC, 06100, MÉXICO, DISTRITO FEDERAL.

II.- THE "AGENCY" DECLARES THROUGH ITS LEGAL REPRESENTATIVE, THAT:

II.1. - WEBER SHANDWICK, IS A UNIT OF CMGRP, INC. DULY ORGANIZED AND INCORPORATED IN THE STATE OF NEW YORK, WITH AN OFFICE AT 700 THIRTEENTH STREET, N.W. WASHINGTON, D.C. 20005 IN THE UNITED STATES OF AMERICA.

II.2.- MS PAM JENKINS DEMONSTRATES ITS AUTHORITY AS LEGAL REPRESENTATIVE AND ITS POWER TO EXECUTE THIS AGREEMENT.

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FONDO MIXTO DE PROMOCIÓN TURÍSTICA
DEL DISTRITO FEDERAL

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II.3.- THE "AGENCY" IN ACCORDANCE TO ITS ARTICLES OF INCORPORATION AND BYLAWS, AMONG ITS PURPOSES HAS THE FOLLOWING: TO PROVIDE THE SERVICES BEING PROVIDED HEREUNDER.

II.4.- ALL NECESSARY CORPORATE ACTIONS HAVE BEEN TAKEN TO AUTHORIZE TO ENTER INTO THIS AGREEMENT AND TO PERFORM ITS OBLIGATIONS HEREIN. FURTHERMORE, IT REPRESENTS WARRANTIES AND UNDERTAKES THAT IT HAS FULL POWER AND AUTHORITY TO ENTER INTO AND PERFORM THIS AGREEMENT, AND THIS AGREEMENT CONSTITUTES VALID AND BINDING OBLIGATIONS ON ITS PART.

II.5.- THAT "THE AGENCY" FOR TAX PURPOSES HAS NO PERMANENT RESIDENCY IN MEXICO, OR HAS THE OBLIGATION TO OBTAIN A TAX ID NUMBER FROM THE TAX AUTHORITIES IN MEXICO.

II.6.- THAT IT WARRANTS UNDER OATH, THAT NONE OF THE MEMBERS OF THE COMPANY OR ITS REPRESENTATIVE, HAVE A JOB, POSITION OR APPOINTMENT IN THE FEDERAL PUBLIC ADMINISTRATION OR THE D.F.'S PUBLIC ADMINISTRATION OR HAVE BEEN OR ARE LEGALLY PROHIBITED TO EXECUTE THIS AGREEMENT IN TERMS OF ARTICLE 39 OF THE ACQUISITIONS LAW FOR THE FEDERAL DISTRICT.

II.7.- THAT IT HAS THE EXPERTISE, CAPACITY, EQUIPMENT, FACILITIES, PERSONNEL AS WELL AS FINANCIAL RESOURCES, AND NECESSARY ORGANIZATION TO EXECUTE THIS AGREEMENT.

II.8.- THAT IN RELATION TO ARTICLE 464 OF THE FINANCIAL CODE OF THE FEDERAL DISTRICT AND IN ACCORDANCE TO RULE FOUR OF THE GENERAL REGULATIONS APPLICABLE TO SAID ARTICLE, PUBLISHED IN THE OFFICIAL GAZETTE OF THE FEDERAL DISTRICT ON FEBRUARY 27, 2003, "THE AGENCY", DECLARES UNDER OATH THAT IS HAS COMPLIED IN DULY FORM WITH ALL ITS FISCAL OBLIGATIONS, IF APPLICABLE TO "THE AGENCY".

III.- BOTH PARTIES DECLARE THAT:

III.1.- THIS AGREEMENT IS REGULATED BY THE ACQUISITIONS LAW FOR THE FEDERAL DISTRICT, ITS REGULATIONS AND ANY OTHER APPLICABLE NORM.

III.2.- EACH PARTY RECOGNIZES THE OTHER PARTY AUTHORITY AND LEGAL CAPACITY TO EXECUTE THIS AGREEMENT.

III.3.- THERE IS NO MALICE OR BAD FAITH AND THAT THEY FREELY CONSENT TO EXECUTE THIS AGREEMENT.

SAID THAT, THE PARTIES OBLIGATE THEMSELVES IN ACCORDANCE TO THE FOLLOWING:

Handwritten signatures and initials, including a large signature, the initials 'SS', and 'AJE'.



FONDO MIXTO DE PROMOCIÓN TURÍSTICA
DEL DISTRITO FEDERAL

CONTRACT NUMBER. 145/09
WEBER SHANDWICK

CLAUSES

FIRST.- "FMPT" ENTRUSTS "THE AGENCY" TO PROVIDE INTEGRAL SERVICES TO COMPLEMENT THE STRATEGY OF INTERNATIONAL PUBLIC RELATIONS IN THE UNITED STATES OF AMERICA AND CANADA TO IMPROVE THE IMAGE OF THE CITY OF MEXICO, AS DESCRIBED IN EXHIBIT 1.

THE SERVICES DESCRIBED IN THIS AGREEMENT SHALL ABIDE TO THE CHARACTERISTICS, SCHEDULE AND SPECIFICATIONS SET FORTH IN THIS AGREEMENT AND ITS EXHIBIT 1.

SECOND.- FEES.- AS CONSIDERATION FOR THE SERVICES DESCRIBED HEREIN, "FMPT" SHALL PAY TO "THE AGENCY", THE AMOUNT OF **USD\$1,400,000 (ONE MILLION FOUR HUNDRED THOUSAND DOLLARS, CURRENCY OF THE UNITED STATES OF AMERICA)**. THE PAYMENT MUST BE MAID IN NATIONAL CURRENCY BASED ON THE EXCHANGE RATE AT TIME OF THE CONTRACT'S SIGNATURE.

THIRD.- TERMS OF PAYMENT.- "FMPT" SHALL PAY THE FEES TO "THE AGENCY" AS FOLLOWS:

- A) INITIAL PAYMENT: UPON SIGNING OF THE CONTRACT: \$350,000 USD
- B) SECOND PAYMENT: DUE ON OR BEFORE OCTOBER 1, 2009: \$350,000 USD
- C) THIRD PAYMENT: DUE ON OR BEFORE NOVEMBER 15, 2009: \$350,000 USD
- D) FOURTH PAYMENT: DUE ON OR BEFORE DECEMBER 20, 2009: \$350,000 USD

ALL PAYMENTS ARE FIXED AMOUNTS WHICH ARE EARNED AS BILLED AND ARE NOT RECONCILABLE TO THE HOURS WORKED BY **THE AGENCY'S** EMPLOYEES.

ALL PAYMENTS SHALL BE MADE BY WIRE TRANSFER TO THE FOLLOWING ACCOUNT:

ACCOUNT NAME:	CMGRP, INC
BANK NAME:	CITIBANK N.A.
IBAN/ACCOUNT NUMBER:	[REDACTED]
ABA ROUTING NUMBER:	[REDACTED]
SWIFT CODE:	[REDACTED]

SHOULD **FMPT** BE IN DEFAULT WITH RESPECT TO PAYMENT UNDER THIS AGREEMENT, **THE AGENCY** RESERVES THE RIGHT TO SUSPEND SOME OR ALL SERVICES HEREUNDER UNTIL ARRANGEMENTS SATISFACTORY TO **THE AGENCY** ARE MADE.

FOR EACH PAYMENT, "THE AGENCY" SHALL DELIVER "FMPT" THE CORRESPONDING INVOICE IN THE NAME OF FONDO MIXTO DE PROMOCIÓN TURÍSTICA DEL DISTRITO FEDERAL, AND THE DOCUMENTS REQUIRED TO "THE AGENCY" IN EXHIBIT 1, TO SHOW THAT "THE AGENCY" ACCOMPLISHED THE SERVICES REQUIRED FOR THAT PERIOD.



FONDO MIXTO DE PROMOCIÓN TURÍSTICA
DEL DISTRITO FEDERAL

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BOTH PARTIES AGREE THAT ANY TAX OR DUTY CAUSED TO BE PAID, DERIVED FROM THIS AGREEMENT, SHALL BE PAID BY THE PARTY WHO IS OBLIGATED UNDER THE TAX LAWS OF MEXICO.

FOURTH.- "THE AGENCY" SHALL NOT HAVE ANY RIGHT TO CLAIM ANY ADDITIONAL PAYMENTS FOR THE SERVICES RENDERED, NOR FOR THE USE OF MATERIALS OR FOR THE EXECUTION OF EXTRAORDINARY WORK, GIVEN THAT ALL IS INCLUDED IN THE FEES THAT **"FMPT"** IS OBLIGATED TO PAY FOR THE SERVICES SET FORTH IN THIS AGREEMENT.

FOR PURPOSES OF THIS CLAUSE THE WORD MATERIALS SHALL BE UNDERSTAND AS ANY ASSET USED BY **"THE AGENCY"**, TO PROVIDE THE SERVICES SET FORTH IN THIS AGREEMENT.

FIFTH.- THE SERVICES RENDERED BY **"THE AGENCY"** SHALL BE SUPERVISED BY **"FMPT"**, THROUGH LUIS EDUARDO ROS MARTÍNEZ, GENERAL DIRECTOR OF INSTITUTO DE PROMOCIÓN TURÍSTICA, IN ORDER TO VERIFY THE CONTROL, QUALITY AND PROGRESS OF THE SERVICES SET FORTH IN THIS AGREEMENT.

IN PERFORMING ITS OBLIGATIONS SET FORTH HEREIN, THE AGENCY SHALL EXERCISE THE DEGREE OF CARE, ATTENTION, AND DILIGENCE THAT MAY BE REASONABLY EXPECTED OF A FIRM PROVIDING SIMILAR SERVICES.

THE AGENCY SHALL FURNISH THE PERSONNEL, MATERIALS, AND OTHER SERVICES NECESSARY TO PERFORM THE OBLIGATIONS AND WORK DESCRIBED HEREIN AND IN THE PROJECT DESCRIPTION ATTACHED HERETO AS **EXHIBIT 1**. THE PROJECT DESCRIPTION SHALL HAVE THE SAME FORCE AND EFFECT AS IF SET FORTH IN THE FULL TEXT OF THIS AGREEMENT; PROVIDED, HOWEVER, THAT IN THE EVENT OF ANY INCONSISTENCY BETWEEN THIS AGREEMENT AND THE PROJECT DESCRIPTION, THE TERMS OF THIS AGREEMENT SHALL TAKE PRECEDENCE.

THE AGENCY'S REPRESENTATIVE SHALL BE THE AGENCY'S PROJECT LEADER DESIGNATED HEREIN. THE AGENCY'S PROJECT LEADER SHALL BE AUTHORIZED TO EXERCISE ALL SUCH SUBSTANTIVE RESPONSIBILITIES AS ARE ASSIGNED TO THE AGENCY UNDER THIS AGREEMENT PROVIDED THAT AMENDMENTS AND ANY OTHER CHANGES TO THE AGREEMENT SHALL BE MADE BY THE AGENCY'S AUTHORIZED REPRESENTATIVE:

THE AGENCY'S AUTHORIZED REPRESENTATIVE: JIM MESZAROS

SEVENTH.- LABOR RELATIONSHIP.- **"THE AGENCY"** RELEASES **"FMPT"** OF ANY LIABILITY RELATED, RESULTED OR DERIVED FROM THE PERSONNEL USED TO COMPLY WITH THIS AGREEMENT AND AGREES TO BE THE SOLE EMPLOYER AND CONSEQUENTLY TO BE RESPONSIBLE OF ANY AND ALL OBLIGATIONS DERIVED FROM THE APPLICABLE LABOR OR SOCIAL SECURITY LEGISLATION AS WELL AS ANY OTHER APPLICABLE NORM IN THIS AREA. THEREFORE **"THE AGENCY"** SHALL RESPOND AND BE LIABLE FOR



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ANY AND ALL CLAIMS INITIATED BY ITS EMPLOYEES, EITHER FILED AGAINST **"THE AGENCY"** OR AGAINST **"FMPT"**, EXPRESSLY ACKNOWLEDGING FOR ANY AND ALL LEGAL EFFECTS THAT IN NO EVENT SHALL **"FMPT"** SHALL BE CONSIDERED AS A SUBSTITUTE EMPLOYER.

IN THE EVENT **"FMPT"** IS OBLIGED BY MEANS OF A RESOLUTION OF COMPETENT AUTHORITY TO PAY ANY AMOUNT, FINE OR SANCTION RESULTING FROM A CLAIM AGAINST **"FMPT"** RELATED, RESULTED OR DERIVED FROM THE PERSONNEL, EMPLOYEES OR SUBCONTRACTORS USED BY **"THE AGENCY"** TO COMPLY WITH THIS AGREEMENT, **"THE AGENCY"** OBLIGES ITSELF TO RESTITUTE IMMEDIATELY TO **"FMPT"**, THE PAID AMOUNT.

EIGHTH.- TERM; TERMINATION.-


- A. THIS AGREEMENT IS EFFECTIVE AS OF AUGUST 26, 2009 AND WILL CONTINUE UNTIL DECEMBER 20, 2009 PROVIDED THAT NEITHER PARTY HAS GIVEN WRITTEN NOTICE TO TERMINATE ON AT LEAST THIRTY (30) DAYS NOTICE TO THE OTHER (THE "NOTICE PERIOD"). DURING THE NOTICE PERIOD, THE AGREEMENT WILL REMAIN IN FULL FORCE AND EFFECT AND BOTH PARTIES WILL CONTINUE TO PERFORM IN ACCORDANCE WITH THIS AGREEMENT. THE RIGHTS, DUTIES AND RESPONSIBILITIES OF AGENCY AND FMPT SHALL CONTINUE IN FULL FORCE AND EFFECT DURING THE NOTICE PERIOD. AGENCY WILL RECEIVE NORMAL FEES DURING NOTICE PERIOD AND NO ADDITIONAL EXPENSES SHALL BE INCURRED DURING NOTICE PERIOD WITHOUT CLIENTS PRIOR APPROVAL. "NORMAL FEES" MEANS THAT UPON A TERMINATION, THE CONSULTANT SHALL BE PAID FOR ALL WORK (TIME AND MATERIALS) PRIOR TO THE TERMINATION DATE.

NINTH.- BOND.- AS GUARANTY TO **"FMPT"** FOR THE EXACT COMPLIANCE OF THE OBLIGATIONS SET FORTH IN THIS AGREEMENT, **"THE AGENCY"** IS OBLIGATED TO POST A BOND ISSUED BY A LEGALLY AUTHORIZED INSTITUTION, IN THE BENEFIT OF FONDO MIXTO DE PROMOCIÓN TURÍSTICA DEL DISTRITO FEDERAL FOR AN AMOUNT EQUAL TO 15% (FIFTEEN PER CENT) OF THE TOTAL FEES SET FORTH IN THIS AGREEMENT, NOT INCLUDING TAXES.

"THE AGENCY" IS OBLIGATED TO DELIVER TO **"FMPT"** THE CORRESPONDING BOND AT THE TIME THIS AGREEMENT IS EXECUTED, WHICH SHALL BE SUBMITTED TO THE EXECUTION PROCEEDING SET FORTH IN ARTICLES 93, 94, 95, 95 BIS, 118, 119 AND 128 OF THE FEDERAL LAW OF BOND INSTITUTIONS.

IN THE EVENT THE FEES ORIGINALLY AGREED UPON IN THIS AGREEMENT ARE MODIFIED, **"THE AGENCY"** IS OBLIGED TO MAINTAIN BOND IN THE PERCENTAGE SET FORTH IN THE FIRST PARAGRAPH OF THIS CLAUSE.

THE GUARANTY BOND MAY ONLY BE CANCELLED IN ACCORDANCE TO ARTICLE 409 OF THE FINANCIAL CODE OF THE FEDERAL DISTRICT, REMAINING IN FORCE DURING


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FONDO MIXTO DE PROMOCIÓN TURÍSTICA
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THE PROCESSING OF ALL LEGAL ACTIONS OR TRIALS THAT ARE FILED AND UNTIL THE FINAL RESOLUTION IS ISSUED BY THE CORRESPONDING COMPETENT AUTHORITY.

"THE AGENCY" IS OBLIGED TO MAINTAIN THE BOND AS LONG AS THIS AGREEMENT IS IN FORCE AND FOR THE NEXT 30 (THIRTY) BUSINESS DAYS FOLLOWING THE TERMINATION OF THE AGREEMENT, EITHER FOR EXPIRATION OF ITS DURATION OR WHEN **"FMPT"** NOTIFIED AN ADVANCED TERMINATION, IN THE UNDERSTANDING THAT THE BOND MAY ONLY BE CANCELLED THROUGH AN EXPRESS AUTHORIZATION IN WRITING ISSUED BY THE **"FMPT"**.

TENTH.- COPYRIGHT

IN TERMS OF ARTICLE 56, SECTION XIII OF THE REGULATIONS OF THE ACQUISITIONS LAW FOR THE FEDERAL DISTRICT AND ANY OTHER APPLICABLE COPYRIGHT PROVISION, ALL REPORTS AND OTHER MATERIALS PROVIDED AS DELIVERABLES UNDER THIS AGREEMENT WILL BE COPYRIGHTED IN THE FMPT'S NAME. ALL RIGHTS, TITLE, AND INTEREST IN ANY INTELLECTUAL PROPERTY FIRST PRODUCED IN THE PERFORMANCE OF THIS AGREEMENT, INCLUDING, WITHOUT LIMITATION, THE REPORTS AND OTHER MATERIALS PROVIDED AS DELIVERABLES HEREUNDER SHALL REMAIN THE EXCLUSIVE PROPERTY OF THE FMPT.

NOTWITHSTANDING ANYTHING TO THE CONTRARY HEREIN, (I) **FMPT** UNDERSTANDS AND AGREES THAT ITS RIGHTS IN ANY THIRD PARTY MATERIALS OR ANY SERVICES INCLUDING, WITHOUT LIMITATION, STOCK PHOTOS, LICENSED MATERIALS OR TALENT AND TALENT RESIDUALS, ARE SUBJECT TO ANY TERMS AND CONDITIONS SET FORTH IN ANY APPLICABLE AGREEMENT; AND (II) **THE AGENCY** RETAINS ALL OF ITS RIGHTS, TITLE AND INTEREST IN AND TO (INCLUDING, WITHOUT LIMITATION, THE UNLIMITED RIGHT TO USE) ALL MATERIALS OWNED BY OR LICENSED TO **THE AGENCY** PRIOR TO, OR INDEPENDENT FROM, THE PERFORMANCE OF SERVICES UNDER THIS AGREEMENT, AND ALL MODIFICATIONS THEREOF, AND ALL GENERIC OR PROPRIETARY INFORMATION, AND ALL IDEAS, METHODOLOGIES, SOFTWARE, APPLICATIONS, PROCESSES OR PROCEDURES USED, CREATED OR DEVELOPED BY **THE AGENCY** IN THE GENERAL CONDUCT OF ITS BUSINESS.

ELEVENTH.- FMPT INFORMATION. FMPT SHALL BE RESPONSIBLE FOR THE ACCURACY, COMPLETENESS AND PROPRIETY OF: INFORMATION OR ANY IDEAS OR DIRECTIONS PROVIDED TO AGENCY AND THE CONTENT OF ANY PRESS RELEASES OR OTHER DISSEMINATED STATEMENTS APPROVED BY FMPT.

TWELVETH.- USE OF MATERIALS BY THIRD PARTIES. AFTER MATERIAL HAS BEEN ISSUED BY AGENCY TO THE NEWS MEDIA OR TO ANOTHER THIRD PARTY, ITS USE IS NO LONGER UNDER AGENCY'S CONTROL. AGENCY CANNOT ASSURE THE USE OF NEWS MATERIAL BY ANY NEWS ORGANIZATION. SIMILARLY, AGENCY CANNOT CONTROL THE FORM OR MANNER OF USE BY THE NEWS MEDIA OR OTHERS OF THE MATERIAL, INCLUDING, BUT NOT LIMITED TO, THE ACCURATE PRESENTATION OF INFORMATION SUPPLIED BY AGENCY.



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THIRTEEN.- "THE AGENCY" SHALL NOT ASSIGN OR SUBCONTRACT, THE RIGHTS AND OBLIGATIONS SET FORTH IN THIS AGREEMENT. NON COMPLIANCE TO THIS CLAUSE SHALL CONSTITUTE GROUNDS FOR RESCISSION.

HOWEVER, IN ACCORDANCE TO ARTICLE 61 OF THE LAW OF ACQUISITIONS FOR THE FEDERAL DISTRICT, "THE AGENCY" MAY SUBCONTRACT THIRD PARTIES TO PROVIDE THE SERVICES INCLUDED IN THIS AGREEMENT, AS LONG AS THE AMOUNT OF SUBCONTRACTED SERVICES DOES NOT SURPASS 10 PER CENT OF THE TOTAL FEES SET FORTH IN THIS AGREEMENT.

FOURTEEN.-CONVENTIONAL PENALTY.- IN THE EVENT **"THE AGENCY"** DEFAULTS IN RENDERING THE SERVICES SET FORTH IN THIS AGREEMENT, IT SHALL BE OBLIGATED TO PAY A CONVENTIONAL PENALTY OF 2.5% OVER THE TOTAL VALUE OF THE NON-PERFORMED SERVICES. THIS PERCENTAGE SHALL BE APPLIED FOR EACH DAY IN DEFAULT AND SHALL BE CHARGED DIRECTLY IN THE INVOICING: THE CONVENTIONAL PENALTY SHALL NOT EXCEED THE TOTAL AMOUNT OF THE COMPLIANCE GUARANTY OF THIS AGREEMENT.

IF THE COMPLIANCE GUARANTY IS EXCEEDED AS A RESULT OF THE IMPOSITION OF CONVENTIONAL PENALTIES, **"FMPT"** MAY TERMINATE THIS AGREEMENT WITHOUT ANY RESPONSIBILITY OR LIABILITY.

FIFTEEN.- THE DEFAULT OR BREACH TO THE TERMS AND CONDITIONS SET FORTH IN THIS AGREEMENT BY **"THE AGENCY"**, EXPRESSLY EMPOWERS **"FMPT"**, TO SANCTION **"THE AGENCY"** WITH APPLICABLE PENALTIES AND CONSEQUENTLY TO TERMINATE THIS AGREEMENT.

SIXTEEN.- ADMINISTRATIVE RESCISSION OF THE AGREEMENT.- **"FMPT"** MAY AT ANY TIME RESCIND THIS AGREEMENT, WITHOUT PRIOR JUDICIAL RESOLUTION, SUFFICING A WRITTEN COMMUNICATION SENT TO **"THE AGENCY"**, STATING THE CAUSE OF THE RESCISSION AND GRANTING **"THE AGENCY"** THREE (3) WORKING DAYS TO STATE DEFENSES AND OFFER THE CORRESPONDING EVIDENCE. THE RESCISSION PROCEEDING SHALL ABIDE TO THE TERMS AND FORMALITIES SET FORTH IN ARTICLES 42 OF THE ACQUISITION LAW OF THE FEDERAL DISTRICT AND 64 OF ITS REGULATIONS.

"FMPT" SHALL RESCIND THE AGREEMENT OR AT ITS DISCRETION, MAY DEMAND PERFORMANCE OF THE AGREEMENT.

IF **"FMPT"** RESCINDS THE AGREEMENT, **"THE AGENCY"** IS OBLIGED TO PAY ANY AND ALL DAMAGES CAUSED TO **"FMPT"**.

IN THE EVENT THAT THE ADMINISTRATIVE RESCISSION IS APPLICABLE, IT SHALL INITIATE WITHIN THE NEXT 5 (FIVE) BUSINESS DAYS TO THAT IN WHICH THE TERM TO EXECUTE THE CONVENTIONAL PENALTIES EXPIRED.

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FURTHERMORE, MENTIONING WITHOUT LIMITING, "FMPT" MAY RESCIND THIS AGREEMENT IN ANY OF THE EVENTS SET FORTH BELOW;

I.- IF "THE AGENCY" DOES NOT INITIATE RENDERING THE SERVICES AT THE DATE AGREED IN THIS AGREEMENT;

II.- IF "THE AGENCY" ASSIGNS, PARTIALLY OR TOTALLY, TO THIRD PARTIES THE RIGHTS OR OBLIGATIONS SET FORTH OR DERIVED FROM THIS AGREEMENT, WITHOUT "FMPT" EXPRESS WRITTEN CONSENT;

III.- IF "THE AGENCY" IS DECLARED INSOLVENT OR BANKRUPTED;

IV.- IF "THE AGENCY" DOES NOT COOPERATE WITH THE PERSONS EMPOWERED BY "FMPT" TO SUPERVISE AND EVALUATE THE SERVICES SET FORTH IN THIS AGREEMENT OR DOES NOT PROVIDE THE INFORMATION OR DATA REQUESTED BY SAID PERSONS.

V.- IF "THE AGENCY" DOES NOT PERFORM THE SERVICES WITH THE QUALITY, CHARACTERISTICS AND SPECIFICATIONS SET FORTH IN THIS AGREEMENT AND ITS EXHIBIT 1;

IN GENERAL FOR ANY OTHER DEFAULT EVENT, IMPUTABLE TO "THE AGENCY", OF ANY OF THE OBLIGATIONS SET FORTH IN THIS AGREEMENT.

SEVENTEEN.- ANTICIPATED TERMINATION.- "FMPT" MAY TERMINATE THIS AGREEMENT BEFORE THE EXPIRATION OF ITS DURATION, FOR REASONS OF PUBLIC INTEREST, OR BOTH PARTIES MAY MUTUALLY AGREE TO TERMINATE THIS AGREEMENT, IN WHICH CASE, THE PARTIES SHALL EXECUTE AN ANTICIPATED TERMINATION AGREEMENT.

FURTHERMORE, IF "FMPT", ATTESTS DURING THE TERM OF THIS AGREEMENT THAT "THE AGENCY", IS IN DEFAULT WITH THE PROVISION SET FORTH IN RECITAL II.B, "FMPT" SHALL TERMINATE THIS AGREEMENT BEFORE ITS ORIGINAL TERM, REGARDLESS OF THE LEGAL ACTION THAT THE TAX AUTHORITIES OF THE FEDERAL DISTRICT MAY EXERCISE AS A RESULT OF THE CORRESPONDING VIOLATION.

EIGHTEEN.- NULLITY OF THE AGREEMENT.- IN THE EVENT THE STATEMENT SET FORTH IN RECITAL II.6 RESULTS TO BE FALSE OR DURING THE DURATION OF THIS AGREEMENT, SAID PREMISE IS INCURRED INTO, THE AGREEMENT SHALL BE DEEMED NULL, IN ACCORDANCE TO THE PROVISIONS SET FORTH IN ARTICLES 39 OF THE ACQUISITIONS LAW FOR THE FEDERAL DISTRICT, 2225 AND ANY OTHER APPLICABLE ARTICLE OF THE CIVIL CODE FOR THE FEDERAL DISTRICT, REGARDLESS OF ANY ACTION THAT "FMPT" MAY EXERCISE FOR THE FELONY OF FALSITY SET FORTH IN THE CRIMINAL CODE OF THE FEDERAL DISTRICT, AND IF APPLICABLE, "FMPT" MAY CLAIM DAMAGES.

NINETEEN. - CONFIDENTIAL INFORMATION.- THE PARTIES AGREE TO MAINTAIN AN ABSOLUTE CONFIDENTIALITY ALL INFORMATION MARKED AS CONFIDENTIAL AND



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USED DURING AND AFTER THE DURATION OF THIS AGREEMENT, AND TO NOT MISUSE SAID INFORMATION. HOWEVER, THE PARTIES SHALL NOT BE OBLIGATED TO MAINTAIN CONFIDENTIALITY WITH INFORMATION DEEMED TO BE OF PUBLIC KNOWLEDGE, OR WHEN THE INFORMATION WILL BE REQUIRED FOR ANY AUTHORITY OF THE FEDERAL DISTRICT WITH LEGAL COMPETENCE TO REQUEST THE INFORMATION RELATED TO THIS CONTRACT.

TWENTY. - FORCE MAJEURE.

IF THE PERFORMANCE OF ANY OBLIGATION UNDER THIS AGREEMENT ON THE PART OF EITHER PARTY SHOULD BE PREVENTED OR DELAYED BY AN EVENT OF FORCE MAJEURE, INCLUDING, BUT NOT LIMITED TO ACTS OF ANY SOVEREIGN GOVERNMENT IN ITS SOVEREIGN CAPACITY, FIRES, FLOODS, EPIDEMICS, QUARANTINE RESTRICTIONS, STRIKES, EMBARGOES OR NATURAL DISASTER NOT REASONABLY WITHIN ITS CONTROL, THE PARTY'S DUTY TO PERFORM THOSE OBLIGATIONS AFFECTED BY THE EVENT OF FORCE MAJEURE SHALL BE SUSPENDED FOR THE PERIOD REASONABLY REQUIRED OR JUSTIFIED BY THE CIRCUMSTANCES AND MAY RESULT IN TERMINATION, UPON THE REQUEST OF EITHER PARTY, OF THIS AGREEMENT IF THE FORCE MAJEURE EVENT: (I) THREATENS THE CONTINUED PERFORMANCE OF THE WORK REQUIRED BY THIS AGREEMENT; (II) POSES A THREAT TO THE HEALTH OR SAFETY TO PROJECT PARTICIPANTS; OR (III) CONTINUES UNINTERRUPTED FOR A PERIOD OF NINETY (90) DAYS. PRIOR TO ANY SUCH TERMINATION, "THE AGENCY" PROJECT LEADERS AND THE FMPT'S REPRESENTATIVE, OR THEIR DESIGNEES, SHALL DISCUSS THE POSSIBILITY OF A REASONABLE RESOLUTION SHORT OF TERMINATION.

IN THE EVENT THAT EITHER PARTY WISH TO INVOKE FORCE MAJEURE, THAT PARTY SHALL, WITHIN TEN (10) DAYS AFTER THE OCCURRENCE OF THE EVENT OF FORCE MAJEURE HAS BECOME KNOWN TO THAT PARTY, SEND WRITTEN NOTICE OF SUCH EVENT TO THE OTHER PARTY. THE PARTY AFFECTED SHALL TAKE APPROPRIATE MEASURES TO MINIMIZE OR REMOVE THE EFFECTS OF FORCE MAJEURE AND, WITHIN THE LEAST POSSIBLE TIME, ATTEMPT TO RESUME PERFORMANCE OF THE OBLIGATIONS AFFECTED BY THE EVENT OF FORCE MAJEURE.

TWENTY FIRST.- AMENDMENTS.- ANY MODIFICATION OR AMENDMENT TO THE TERMS AND CONDITIONS SET FORTH IN THIS AGREEMENT SHALL BE DONE IN WRITING, IN ACCORDANCE TO ARTICLES 65 AND 67 OF THE ACQUISITIONS LAW FOR THE FEDERAL DISTRICT. WITHOUT THESE FORMALITIES THE AMENDMENTS SHALL NOT BE VALID OR ENFORCEABLE.

IN ANY CASE, THE AMENDMENTS SHALL NOT REFER TO PRICE, MONEY ADVANCES, PROGRESSIVE PAYMENTS, SPECIFICATIONS, AND IN GENERAL, TO ANY MODIFICATION THAT IMPLIES GRANTING MORE FAVORABLE CONDITIONS TO "THE AGENCY", IN COMPARISON TO THOSE ORIGINALLY SET FORTH, IN ACCORDANCE TO ARTICLE 68 OF THE ACQUISITIONS LAW FOR THE FEDERAL DISTRICT.



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TWENTY SECOND.- THIS AGREEMENT IS EXECUTED IN BOTH ENGLISH AND SPANISH VERSIONS, BOTH OF WHICH SHALL BIND THE PARTIES; IN CASE OF DOUBT AS TO THE PROPER INTERPRETATION, CONSTRUCTION AND REACH OF THIS AGREEMENT, THE SPANISH TEXT SHALL BE CONTROLLING IN ALL CASES.

TWENTY THIRD.- JURISDICTION.- FOR ALL MATTERS RELATED TO THE INTERPRETATION, COMPLIANCE AND EXECUTION OF THE OBLIGATIONS SET FORTH IN THIS AGREEMENT, AS WELL AS FOR ANY OTHER PROVISION SET FORTH IN THIS AGREEMENT, THE PARTIES HEREBY IRREVOCABLY SUBMIT TO THE EXCLUSIVE JURISDICTION OF THE COMPETENT COURTS OF THE FEDERAL DISTRICT, CONSEQUENTLY RENOUNCING TO ANY OTHER JURISDICTION OR VENUE, THAT MAY CORRESPOND TO THEM BY REASON OF PRESENT OR FUTURE DOMICILES OR ANY OTHER APPLICABLE CAUSE.

IN WITNESS WHEREOF, THE PARTIES ACKNOWLEDGE AND AGREE ON THE CONTENT AND LEGAL EFFECTS OF THIS AGREEMENT, AND EXECUTE IT IN FOUR COPIES, IN THE FEDERAL DISTRICT, AT 10:00 A.M, OF AUGUST 26, 2009.

WEBER SHANDWICK A UNIT OF
CMGRP, INC.


PAM ECKERSTROM-JENKINS
PRESIDENT AND
LEGAL REPRESENTATIVE OF
WEBER SHANDWICK

FONDO MIXTO DE PROMOCIÓN
TURÍSTICA DEL DISTRITO FEDERAL


GRACIELA BÁEZ RICARDEZ
GENERAL DIRECTOR AND LEGAL
REPRESENTATIVE


GERMÁN RAFAEL SÁNCHEZ LAVÍN
ADMINISTRATIVE DIRECTOR

INSTITUTO DE PROMOCIÓN TURÍSTICA

LUIS EDUARDO ROS MARTÍNEZ
GENERAL DIRECTOR


ARIADNA CAMACHO CONTRERAS
ATTORNEY OF "FMPT"

2009 SEP 18 AM 10:45
CR/ISS/REGISTRATION UNIT

EXHIBIT 1

Weber Shandwick is committed to provide integral services to complement the present strategy of international public relations in the United States of America and Canada to improve the image of the City of Mexico since this has been severely damaged by attacks of drug trafficking and recently by the bud epidemiologist the virus of Influenza A/H1N1.

SERVICES

Research Program

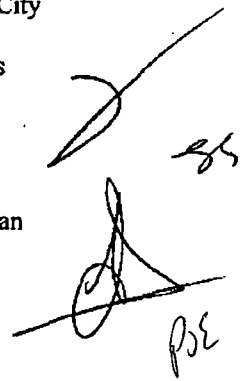
1. Baseline survey to know the perception of Mexico City in the United States and Canadian citizens. This will be conducted over the telephone.
Weber Shandwick will provide a unit of the survey as well as a report with the results.
2. Tracking survey. This will be conducted over the telephone.
Weber Shandwick will provide a unit of the survey as well as a report with the results.
3. Focus group to verify the development of the campaign, the message and the creativity.
Weber Shandwick will provide a report with the results.

Strategic Communications Services

4. Message development for the campaign
Weber Shandwick will provide a Campaign Message Manual that includes the key messages.
5. Campaign Information Materials
Weber Shandwick will provide a printed and electronic information kit for distribution to our target audiences that will include:
 - Welcoming message from the Mexico City government
 - Important information and tips regarding travel logistic, things to do and see, conducting business, helpful tips, etc.
 - Fact sheets on Mexico City: economy, business environment, demographics, political structure, attractions, history, culture and lifestyle
 - Updated information on news.
 - Useful graphics (maps, charts, photographs, etc.)The information kit will in both print and electronic versions. There will be both a U.S. version and a Canadian version.
1. Media monitoring and response
Weber Shandwick will establish a daily monitoring system that will enable them to collect, analyze, track and respond to media coverage about Mexico City and some issues impacting Mexico at large in the United States. Weber Shandwick will monitor newspapers, magazines, TV, new websites and blogs with a pro-active media relations.
Weber Shandwick will provide the clipping

Website Development

2. Weber Shandwick will create a new website focus solely on U.S. and Canadian business and leisure travel audiences. The website will include: a welcoming



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message from Mexico City's mayor, fact sheets about Mexico City (in a downloadable format), practical information for business and leisure travelers (passports and visas, air carriers, hotels, local transportation, tips for conducting business and leisure activities, etc.), video testimonials, photographic slide shows, maps and other useful graphics for visitors, etc.
Weber Shandwick will provide the web design, clicks report and color prints.

Business-to-Business Direct Contacts

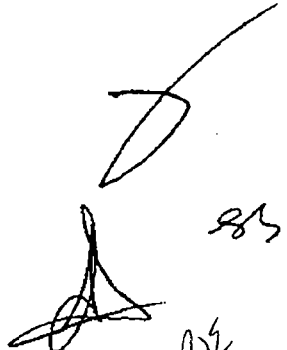
3. Tours

- a. Medical Tour. Weber Shandwick will attend to the World Congress on Medical Tourism & Global Health Congress in Los Angeles in October of 2009.
- b. Tour in U.S. and Canada
The second tour would be to the east coast and to Canada in each city Weber Shandwick will set up a media event with that city's local government (mayor to mayor), a speech to a business. Each visit would last 1 ½ to 2 days.
- c. Mexico City Tour
Weber Shandwick will organize a visit of a delegation from the U.S.A. to come to Mexico to learn about the efforts Mexico City took to prevent the spread of H1N1. The visiting delegation might be:
 - A group of tourism/travel industry leaders or journalists
 - A group of business leaders and representatives from major chambers of commerce
 - A delegation of culture leaders
 - A delegation of health care officers
 - A delegation of mayors from large cities around the United States.

Weber Shandwick will provide the photographs and a report of each tour.

The campaign will last 4 months.

The total cost for the campaign is \$1,400,000.00 dollars.


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Advocacy starts here.

Timeline and Payment Schedule for Mexico City Reputation Campaign

Campaign Timeline

Project	August 2009	September 2009	October 2009	November 2009	December 2009
Initial planning meetings in Mexico City	Begins/Completed Week 4				
Research – Survey questionnaire	Begins/Completed Week 4				
Research – Survey field work and presentations	Planning begins Week 4	Completed Week 2			
Research – Focus groups and presentations	Planning begins Week 4	Completed Week 2			
Research – Tracking survey field work and presentations				Planning begins Week 4	Completed Week 2
Message development and Message Manual		Begins Week 2; Completed Week 3			
Campaign information materials (kit)		Begins Week 2; Completed Week 4			
Media monitoring and rapid response;		Begins Week 1	Continues Week 1-4	Continues Week 1-4	Continues Week 1-4
Media outreach (briefings and interviews)		Begins Week 1	Continues Week 1-4	Continues Week 1-3	Continues Week 1-3
Website and social		Begins Week 1; Site			

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Advocacy starts here.

media development		is live by Week 3			
Website and social media management and updates			Continues Week 1-4	Continues Week 1-4	Continues Week 1-4
Tour #1 (Medical tour – Los Angeles World Congress event)		Planning begins Week 1	Completed by Week 4		
Tour #2 (US/Canadian markets)		Planning begins Week 2	Continues Weeks 1-4	Completed Week 2	
Tour #3 (to Mexico City)			Planning begins Week 1	Continues Week 1-4	Completed by Week 2
Client Activity Report		Submitted Week 4	Submitted Week 4	Submitted Week 4	Submitted Week 4

Payment Schedule

	\$350,000 in fees and expenses paid upon signing of the contract.
	\$350,000 in fees and expenses invoiced on October 1, 2009; Due upon receipt
	\$350,000 in fees and expenses invoiced on November 15, 2009; Due upon receipt
	\$350,000 in fees and expenses invoiced on December 20, 2009; Due upon receipt

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